DOCUMENT RESUME

ED 403 395 CE 073 212

AUTHOR	Matkin, Gary W.
TITLE	Using Financial Information in Continuing Education. Accepted Methods and New Approaches.
INSTITUTION	American Council on Education, Washington, D.C.
REPORT NO	ISBN-0-89774-941-3
PUB DATE	97
NOTE	309p.; American Council on Education/Oryx Press Series on Higher Education.
AVAILABLE FROM	Oryx Press, 4041 North Central at Indian School Road, Phoenix, AZ 85067-3397; 800/279-6799; fax: 800/279-4663 ($34.50).
PUB TYPE	Books (010)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Adult Education; Budgeting; Case Studies; *Continuing Education; Cost Effectiveness; *Educational Finance; Higher Education; *Information Utilization; Marketing; *Money Management; *Program Administration; Systems Approach; Tables (Data); Theory Practice Relationship
IDENTIFIERS	Educational Marketing; *Financial Planning

ABSTRACT

This book, which is intended as a resource/reference guide for experienced financial managers and course planners, examines accepted methods and new approaches for using financial information in continuing education. The introduction reviews theory and practice, traditional and new methods, planning and organizational management, and technology. It includes objectives and a guide to the chapters. The following are among the topics discussed in 15 chapters: the context for continuing education financial management (current issues and institutional settings, traditional financial management in continuing education organizations, multidimensional financial management in continuing education, activity-based costing in continuing education); financial management for course planners (the basics of course financial planning, a practical guide to course budgeting, multidimensional budgeting and activity-based costing for programmers, and special issues in course planning); financial management for continuing education administrators (understanding and setting the context for the continuing education financial management system, the budget process, multidimensional budgeting for continuing education organizations, developing a management information system for continuing education organizations, and designing and implementing an activity-based costing system); and special issues in continuing education (indirect costs and the cost-effectiveness of promotion expenditures and investments in continuing education beyond the current operating cycle). Detailed case histories are cited throughout the book. Sixty-three tables/figures, 13 endnotes, a glossary, and a subject index are included. (MN)